



## PIME 2009 – PROGRAMME

### SUNDAY 15 FEBRUARY 2009

17:00 – 18:30

#### PRE-REGISTRATION

18:00 – 19:30

#### WELCOME RECEPTION and SIDE EVENT

Presentation of short-listed candidates for the 'PIME AWARD 2009'

### MONDAY 16 FEBRUARY 2009

09:00 – 09:30

#### WELCOME ADDRESSES

**David Bonser**, President, European Nuclear Society  
**Jim Murphy**, UK Government Minister for Scotland

09:30 – 11:00

#### Increasing public acceptance: making it sustainable

Moderator: **Alf Young**, Deputy Editor, The Herald

Panellists:

- **Christoph Schroeder**, Senior Administrator, DG TREN, European Commission
- **Robert Knight**, Research Director, IPSOS Mori
- **Kris Van Dijck**, Mayor of Dessel, Group of Municipalities with Nuclear Facilities
- **Sören Holmberg**, Professor of Political Science, University of Gothenburg

No policy can survive long-term if it does not have the backing of a majority of citizens. At a time when public acceptance of nuclear is on the increase and people are more prepared than ever before to listen to the nuclear case, the onus on communicators to effectively measure, interpret and influence public opinion is all the greater. An internationally-renowned polling company and a representative of an association that groups together European municipalities with a nuclear site in their territory put the spotlight on exactly what's at stake.

11:00 – 11:30

Coffee break

11:30 – 12:00

#### Presentation of short-listed candidates for 2009 PIME Award

**5 minutes to convince voters!**

Chair: **David Bonser**, President, European Nuclear Society



## PIME 2009 – PROGRAMME

12:00 – 12:30

### Presenting the nuclear case: what advertising can teach us

**Marc Michils**, Chief Executive Officer, Saatchi & Saatchi Brussels

All utilities invest in advertising to help them to forcefully articulate key messages to an increasingly information-thirsty public. High impact advertising can effectively sensitise citizens to the irrefutable advantages of nuclear energy. But are they always cost-effective? What can Europe's community of nuclear communicators learn from state-of-the-art advertising techniques about improving the reach and impact of their communications? One of the world's leading advertising companies drives the debate and helps delegates to answer these questions.

12:30 – 13:30

Lunch

13:30 – 15:00

### Under the international spotlight: the nuclear re-launch in Britain

Chairman: **John McNamara**, Head of Media and Public Relations, Nuclear Industry Association

**Malcolm Grimston**, Associate Fellow, Energy, Environment and Development Programme, Chatham House

**Sue Fletcher**, Head of Media, British Energy

**Brian Cowell**, Torness Station Director, British Energy

**Bill MacDonald**, Head of New Build and Stakeholder Engagement, Nuclear Installations Inspectorate, Health and Safety Executive, UK Government

Things in the UK have advanced considerably in recent months. The British government has clearly signalled its intent to build a new fleet of nuclear reactors in order to meet pressing security of supply needs and CO<sub>2</sub> reduction commitments. British Energy has been purchased by the French nuclear giant EDF and the scene is set for a major new-build programme. Everyone is watching closely to see what happens next. Our British hosts give us a definitive low-down on the current nuclear scene in the UK.

15:00 – 15:15

Coffee break

15:15 – 18:15

### Interactive break-out sessions: setting the agenda yourself

ENS is always keen to listen to feedback from PIME delegates and introduce innovative ideas on programme design and content. As a result, PIME 2009 will see the introduction, for the first time, of a new working session concept. The concept is based on a series of highly interactive break-out discussions. Its aim is to enable delegates to focus more directly on shared needs and common



## PIME 2009 – PROGRAMME

19:30

concerns. It's all about working closely together and concentrating on real, everyday issues; about identifying new solutions to meet existing and emerging challenges.

### GALA DINNER



Sponsor of the Gala Dinner

## TUESDAY 17 FEBRUARY 2009

09:00 – 9:30

### Revision of the INES scale

**Rejane Spiegelberg Planer**, Incident reporting Coordinator, Incident and Emergency Center, International Atomic Energy Agency

09:30 – 11:00

### Managing a crisis, learning the lessons

Crisis communications is a subject of perennial importance and a must for any PIME programme. A number of incidents have occurred in Europe recently which - even if they don't warrant the "crisis" tag they have been given - need to be effectively communicated about. People can be easily influenced by exaggeratedly emotive language and scaremongering. Experts with direct experiencing of communicating in times of crisis (real or perceived) share their experiences with delegates, with the emphasis very much on "being prepared."

- **Andrej Stritar**, Director of Slovenian Nuclear Safety Administration
- **Tanja Perko**, Researcher in the field of Risk Communication in Nuclear Emergency Management, Faculty of Political Sciences, University of Antwerp & Belgian Nuclear Research Centre SCK-CEN
- **Christophe Hervé**, Deputy Director of Communications, Generation Department, EDF
- **Michel-Hubert Jamard**, Director of Communications, Nuclear Department, Areva
- **Corinne Souwer**, Head of Communications, and **Karina de Beule**, Spokeswoman and Senior Communications Expert, Federal Agency for Nuclear Control

11:00 – 11:30

Coffee break



## PIME 2009 – PROGRAMME

11:30 – 12:30

### **Managing a crisis, learning the lessons (panel discussion)**

Presenters of the cases of the previous session will join a panel discussion moderated by **Ayhan Evrensel**, Press and Public Information Officer, International Atomic Energy Agency.

12:30 – 13:30

### **Lunch**

13:30 – 15:00

### **Parallel workshops**

#### **Workshop 1: Communicating waste management: how to achieve public acceptance for the solutions**

For communicators one of the main goals is to highlight that solutions for the safe, long-term management of radioactive waste already exist and are being actively applied in some countries. This session focuses on how to create a transparent process of communication and thereby build public acceptance.

##### Moderator:

**Marguerite Nilsson**, Head of Public Relations and Visitor Services, Äspö Hard Rock Laboratory, Swedish Nuclear Fuel and Waste Management Company

##### With contributions from:

**Katarina Odéhn**, Head of Local Communications, Swedish Nuclear Fuel and Waste Management, Site Investigations Oskarshamn

**Bernard Faucher**, Senior Expert, International Affairs Division, French National Radioactive Waste Management Agency

**Timo Seppälä**, Communications Manager, Posiva

#### **Workshop 2: The transportation of radioactive material: communicating safety and reliability**

The key issue of the safe transportation of nuclear waste is a subject that polarises public opinion and preoccupies nuclear communicators. Safety, efficiency, reliability and communicating with transit countries that are hostile to nuclear energy are among a number of key issues that define the current nuclear transport debate. This workshop focuses on priorities for communicators working in this specialised field.

##### Moderator:

**Betty Bonnardel-Azzarelli**, Communications Manager, World Nuclear Transport Institute





## PIME 2009 – PROGRAMME

With contributions from:

**Bernard Monot**, External relations Vice-President, Areva-TN International

**Rupert Wilcox-Baker**, Corporate Responsibility Director, International Nuclear Services

**Betty Bonnardel-Azzarelli**, Communications Manager, World Nuclear Transport Institute

### Workshop 3: Engaging the Public with a Message that Connects and Communicates, $E=mc^2$

The focus of this “Women In Nuclear” (WiN) workshop is on how communicators can engage one on one with individuals, participate in open public gatherings, and effectively interact during times of critical crisis communication. Practical examples and interactive discussion illustrate the success that WiN has had in promoting good public interaction and establishing a positive rapport based on information, trust, and credibility that has served well in introducing new initiatives and mitigating concerns during times of crisis.

Moderator:

**Monica Bowen-Schrire**, WiN Sweden President

With contributions from:

**LudMilla Kiss-Zoltan**, President, WiN Hungary;

**Carrie Phillips**, Southern Nuclear Operating Company, Public Affairs Manager

**Nancy Carlson**, Westinghouse Electric Company Strategic Development

**Youko Kobayashi**, WiN Japan High Level Waste

15:00 – 15:30

Coffee break

15:30 – 16:30

### **Closing session**

**Presentation of 2009 PIME AWARD for Communications Excellence**

Chair: **David Bonser**, President, European Nuclear Society

**WEDNESDAY 18 FEBRUARY 2009**

### **TECHNICAL VISIT**

**ureenco**

**URENCO sponsors Young Generation at PIME 2009**